cc: AE

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April 22, 1993

TO:

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J. A. Miller	F. J. DeJong
P. J. Gilotty	G. R. Deschenes
F. V. Natale	G. M. Richardson
D. L. James	D. M. Comer
R. A. Ridge	J. C. Crouch

SUBJECT: ***Wawa Monarch/Bronson Springfed Package Fixture***

Gentlemen:

As information, Wawa Markets will be receiving a new Monarch/Bronson Combination Package/Carton display. This unit will be configured as follows:

* 3 or 4 feet in width
* 4 shelves, springfed packs:
  - Top 2 shelves - Bronson
  - Shelves 3 and 4 - Monarch
  - 1 shelf - Bronson cartons
  - Bottom shelf - Monarch cartons.
  * RJR 1-inch Monarch shelf strip POS is authorized.

Attached is authorized plan-o-gram which has been forwarded to all stores.

If you have any questions, please give my office a call.

Best regards,

Jim

J. A. Morris

JAM:des
Attachment

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/ffkn0000

TOP	DISPLAY TRAY (NO PACKS) ADVERTISING PIECE TO BE PRODUCED FOR THIS AREA
1st TRAY	*BRONSON PACKS*
2nd TRAY	*BRONSON PACKS*
3rd TRAY	*MONARCH PACKS*
4th TRAY	*MONARCH PACKS*
1ST SHELF	BRONSON CARTONS
2ND SHELF	MONARCH CARTONS

AUTHORIZED PLAN-O-GRAM FOR PACK/CARTON MERCHANDISING OF BRONSON/MONARCH

AUTHORIZED BY: Maureen McFadden DATE: 3/31/93

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Source: https://www.industrydocuments.ucsf.edu/docs/ffkn0000